The Strategic Plan
for Electrical Engineering Department
in Jazan University
(2015 –2020)

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1. Introduction

The Electrical Engineering Department has prepared a five-year strategic plan to recognize an efficient planning in order to achieve the desired goals effectively. In the face of the progressive developments, the department has maintained a strong commitment to provide high quality programs and services based on the requirements of industries with respect to the recent technological developments and the needs of the quality assessment and academic accreditation standards in accordance to "The National Commission for Academic Accreditation and Assessment (NCAAA)".

To meet the current and future challenges, the best method is to plan for the future. Among the important issues for decision makers in academia are; the failure to achieve higher goals for which the college was established, human and material resources for activities and projects, and the difficulty of selecting alternatives and appropriate strategies and identify priorities for action. All these and others make academics looking to solve many of the problems existing and projected using the principles, concepts and tools for strategic planning.

Therefore attaches great importance to educational institutions in creating and customizing the strategic planning model to use in the academic community, to ensure the success of the efforts that will be undertaken at all stages of operations and strategic planning, as well as to ensure the exercise of the highest number of academic operations and strategic planning activities.

2. Methodology

a- A comprehensive approach to prepare strategies.

The participation of the institutional structure with the parallel work at all stages (formulation – implementation – following-up) to prepare the strategy.

b- An organized institutional method for the strategy that ensures the participation of all beneficiaries.

The overall strategic plan for quality assurance based on a methodology that is Prospective Analysis. The significance of this methodology in its ability to analyze the "external environment" to extrapolate the potential opportunities and threats, and analysis of "internal environment" in terms of their efficiency and their own capabilities to identify strengths and weaknesses, in an effort towards bringing about harmony and cooperation between all activities to implement the strategy of quality at the college and to achieve its vision and its strategic objectives. It also provides the solid basis for strategic decision making in accordance with the standards adopted by the national authority for quality assurance of academic education and accreditation, which therefore, is an essential input for strategic planning of the college in relation to its environment, the job market, the needs of the community development and developments in the local level. The department can adopt the strategic management in developing its plan using the following stages and steps:

- Making the department vision based on the College's vision.

- Verify the mission of the department.

- Recognize the strategic objectives of the department.

- Recognize indicators of success that contribute to the achievement of the strategic objectives of the department.

- Develop strategies, projects and procedures for the implementation of specific programs.

Preparation of the strategic plan of the department was depending on visiting a number of basic units within and outside the college to be supplied with an intellectual umbrella that allows the plan a broader solid base and comprehensive results of experiences, an environmental scanning. It was also focused on the following methods and tools when preparing the strategic plan of the department:

- Forms, questionnaires of personal interviews, surveys of environmental data and information related to the subject of the plan.

- Brainstorming method with the leaders of the colleges, department, staff members, and students in order to generate ideas that arising from the analysis results of the contents of the documents, regulations and personal interviews.

- Organizing various seminars on monitoring and analyzing the current community and department situation in terms of academic disciplines, the available capabilities and capacity, and mechanisms for achieving such the desired case.

c- Guarantees of the formulation and success of the strategy.

- Updating the contents of courses with accepting gradual change without wasting constants.

- Participation of all stakeholders and beneficiaries in the formulation of the plan with transparency in all actions.

- Existence of detailed plan for implementation and efficient monitoring.

- Improving the coordination of the related academic activities.

- Monitoring progress in the implementation by using key performance indicators to measure KPIs.

- Flexibility in the formulation and implementation of the strategy.

d- Obstacles.

- Presence of the same academic programs at other departments.

- Reduction of the job market due to the saturation of graduated students in certain disciplines.

- Availability of human resources culture and quality.

3. Vision, mission, values and objectives

Vision

To facilitate the transformation of students into excellent engineers who are technically competent, professional in practice, and well-rounded with the skills and abilities to become innovative leaders and entrepreneurs to fulfill the needs of the country matching with the modern scientific professional requirements.

Mission

Impart quality education to meet the essential requirements of profession and society, and achieve excellence in teaching-learning based on the requirements of the academic accreditation and standards. Offer training to think creatively, attain the knowledge and develop skills needed to succeed as professionals. Provide innovative platform for integration of research and education. Practice ethical responsibility and accountability in professional civilities and serve the national and international communities.

Values

1 - Quality and perfection.

2 - Teamwork.

3 - Development and Continuing Education.

4 - Community service.

Objectives

As regarding the overall vision, mission and philosophy, the Electrical Engineering department aims to achieve the following general objectives:

1. Bestow the industrial communities at Jazan region and the south of Saudi Arabia as a whole with qualified and trained graduates in the field of electrical engineering.

2. Achieve standards of academic accreditation in programs and academic fields by providing technical and practical training to the graduates on par with international standards.

3. Expertise in design, analysis, manufacturing, experimentation and testing of electrical engineering systems and develop solid communication skills with leadership qualities.

4. Accomplish lifelong learning for continued professional development and career advancement by recognizing the ethical, societal and economic implications of contributions of electrical engineering graduates to the society.

4. Strategic goals, action steps and initiatives

Strategic Goal 1: Build a shared university culture through transparency and communication within the university's hierarchy and across campuses, schools, and academic disciplines

Action Step 1: Encourage and support shared scholarly and social activities

- Initiative 1: Provide opportunities for more collaborative teaching arrangements (team-taught interdisciplinary courses)
- Initiative 2: Encourage shared research participation among faculty staff and related programs across the university and between research institutes
- Initiative 3: Improve the current mechanism encouraging faculty staff to participate in local and international conferences and scientific symposia

Action Step 2: Updating the strategic plans of the academic and administrative units of the university

- Initiative 1: Review/ update the strategic plans of the university units according to the university strategic plan
- Initiative 2: Establish the action plans of the units and follow-up implementation

Strategic Goal 2: Continue the adoption of innovative IT infrastructure, especially in the area of e-management, digital libraries and e-learning

Action Step 1: Expand the digitization of learning and research resources

- Initiative 1: Increase the level of use of the digital resources by faculty and students
- Initiative 2: Provide exclusive access-points in all colleges
- Initiative 3: Develop electronic courses covering the needs of the university according to approved criteria
- Initiative 4: Enhance participation in the Open Educational Resources Initiative and to facilitate access to its resources for university employees

Strategic Goal 3: Demand increased preparation from incoming students and increased performance from existing students

Action Step 1: Improve colleges readiness for incoming students

- Initiative 1: Reform program admission standards to maximize the annual retention rate
- Initiative 2: Plan the colleges infrastructure and personnel to accommodate the incoming students
- Initiative 3: Develop short courses for admitted students to meet the needs of academic programs

Action Step 2: Preparing the expected incoming students for the university

- Initiative 1: Conduct open day for high school students
- Initiative 2: Provide induction sessions for the newly admitted students

Action Step 3: Enhance the students' performance

- Initiative 1: Conduct benchmarking to identify the expected level of students skills and performance Initiative 2: Promote research activities for sharpening students intellectual and behavioral skills
- Initiative 3: Encourage students participation in extra-curriculum activities

- Initiative 4: Review and update the programs and curriculum to fulfill the expected performance level for accreditation
- Initiative 5: Develop measurement mechanisms for students performance
- Initiative 6: Improve the student community environment such as housing, meals, transportation, etc.

Action Step 4: Ensure the efficiency of the advisory units

- Initiative 1: Improve academic counseling to engage students in the academic community
- Initiative 2: Improve the counseling to the foundation students to choose appropriate programs
- Initiative 3: Develop a system of mandatory advisory for students with special needs

Strategic Goal 4: Require the use of world class methods and technologies in teaching and learning

Action Step 1: Improve the performance of faculty members

- Initiative 1: Encourage innovation in teaching and learning process
- Initiative 2: Assess periodic performance of faculty in teaching and learning
- Initiative 3: Provide teaching workshops and training programs to update with the latest methodologies and technology in teaching and learning
- Initiative 4: Encourage faculty members to participate in scientific conferences devoted to teaching and learning

Action Step 2: Accelerate the adoption of e-learning and distance learning programs

- Initiative 1: Encourage benchmarking the e-learning practices with other universities
- Initiative 2: Support initiatives and innovations of Jazan University faculty for quality online programs
- Initiative 3: Promote e-learning and distance education activities to improve the quality of e-learning
- Initiative 4: Cooperate with the National Center for E-learning and Distance Learning in Riyadh to achieve the best practices in e-learning
- Initiative 5: Periodic evaluation and update of the e-learning content

Action Step 3: Improve the learning environment and resources

- Initiative 1: Manage and maintain student learning in a technology-enhanced environment
- Initiative 2: Provide instructional design support

Strategic Goal 5: Establish a center for teaching and learning focused on student retention and success, as well as faculty professional development

Action Step 1: Development of creativity and excellence among all faculty members

- Initiative 1: Conduct faculty orientation by creativity & innovation unit of Jazan University periodically
- Initiative 2: Organize teaching-learning workshops and professional development programs based on creativity in areas of specialization
- Initiative 3: Facilitate faculty learning communities (FLCs) for professional development in teaching

Action Step 2: Allocate teaching and learning grant for research and projects to improve and enhance innovative teaching and learning practices

- Initiative 1: Develop the guidelines and criteria for research and projects in teaching and learning
- Initiative 2: Encourage faculty to conduct teaching and learning research or projects
- Initiative 3: Evaluate integration of research outcomes in teaching and learning, based on feedbacks
- Initiative 4: Survey and prepare database for research in teaching and learning domain

Action Step 3: Deploy academic activities that focus on student retention and successful graduation within the time frame

- Initiative 1: Provide advising, counseling and mentoring sessions for student's development
- Initiative 2: Conduct workshops on professional and soft skills for students to be successful in their college and practical life
- Initiative 3: Organize student peer coaching sessions to encourage cooperative learning among students

- Initiative 4: Establish an academic observatory in the university to study, follow-up and analyze students' academic performance, identifying reasons and solutions for students' dropping/ leaving phenomenon

Strategic Goal 6: Foster a culture of independent thinking, innovation, and entrepreneurship among students and faculty

Action Step 1: Promote independent thinking and innovation culture among students and faculty

- Initiative 1: Conduct annual forums for innovation and entrepreneurship
- Initiative 2: Conduct extracurricular activities to develop independent thinking, innovations and leadership skills for students and faculty at college level
- Initiative 3: Encourage and motivate individual talent initiatives among faculty and students

Action Step 2: Building relationship with businesses to support innovation and entrepreneurship

- Initiative 1: Organize field trips for the students and faculty to the business sector
- Initiative 2: Attract the businesses to organize seminars and workshops, and to sponsor the innovation and entrepreneurship ideas of the students and faculty

Strategic Goal 7: Encourage international studies, international partnerships, and international research agendas

Action Step 1: Expand international online and study abroad programs

- Initiative 1: Encourage and support JU staff to enroll in international online skill courses
- Initiative 2: Prepare, encourage and engage JU staff to join international academic and training programs in unique disciplines

Action Step 2: Encourage involvement of JU staff in international research activities

- Initiative 1: Increase students exchange partnership with world class research institutes
- Initiative 2: Conduct a series of lectures of distinguished visiting faculties, with international excellence awards, to transfer their experiences to university staff
- Initiative 3: Activate the existing research agreements with international partners
- Initiative 4: Organize international conferences focusing on JU research priorities

Strategic Goal 8: Develop a comprehensive system to recruit, evaluate, and reward faculty

Action Step 1: Enhancing the recruitment process

- Initiative 1: Develop a mechanism for identifying the academic program needs of faculty
- Initiative 2: Benchmark the regulations of recruitment process
- Initiative 3: Prepare a handbook containing rules and regulations of the recruitment process
- Initiative 4: Promote a policy to ensure fairness in remuneration system

Action Step 2: Adopt the best practices for faculty evaluation and reward systems

- Initiative 1: Develop faculty evaluation process through benchmarking
- Initiative 2: Establish/ update the faculty evaluation system in the light of quality criteria
- Initiative 3: Enhance the evaluation system through feedback
- Initiative 4: Establish a standardized accountability reward system by benchmarking and linking it to the performance

Strategic Goal 9: Establish academic units (departments or technical schools) in key fields of importance to the region and the Kingdom such as agriculture, fisheries, tourism management, etc.

Action Step 1: Engaging/ coordinating with industry and other potential stakeholders in identifying, developing and improving academic programs

- Initiative 1: Establish/ expand advisory committees at college levels
- Initiative 2: Engage external stakeholders in academic advisory committees

Action Step 2: Initiate/ promote new departments and postgraduate programs

- Initiative 1: Propose new academic programs catering to the community needs
- Initiative 2: Introduce postgraduate programs

Strategic Goal 10: Engage industry and potential employers in curriculum development

Action Step 1: Manage knowledge sharing between businesses and JU

- Initiative 1: Invite business leaders/ practitioners for lecturing, participating in defining the specifications required in graduates, and determining the appropriate skills for the labor market as basis for adapting the outcomes for the university
- Initiative 2: Set in internship programs with businesses